

## RÉSUMÉ

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## EXPERIENCE

**OCTOBER 2001-PRESENT: FREELANCE DESIGNER AND ART DIRECTOR.** Designed and produced direct mail, packaging, sales collateral, trade & consumer ads, web interfaces, logos, POP. Highlights: Redesigned graphic look for ViewSonic, including packaging, collateral, website and advertising. CLIENTS: ViewSonic, Foundstone, Quest, Toshiba, AudioScience, Westec Security, Lantronix, Infiniti, Archos.

**MARCH 2000-OCTOBER 2001: SENIOR ART DIRECTOR, WIRESTONE.** PROJECTS: ad campaigns, collateral, identity, naming, interface design. HIGHLIGHTS: AD'd full-scope new product rollout for Encad, including collateral, advertising and trade show. URLS: [www.primeventures.com](http://www.primeventures.com), [www.capitalpacifichomes.com/index.cph](http://www.capitalpacifichomes.com/index.cph). Supervised assistant AD. CLIENTS: Encad, manageStar, ECI, Zuma Networks, California Pacific Homes, SMC.

**SEPT 1997-MARCH 2000: SENIOR AD, MCADAMS GROUP.** PROJECTS: websites, exhibit graphics, POP, logos, menus, corporate ID, ads, interactive, brochures. HIGHLIGHTS: created print and digital graphic standards program for Navco Security. URLS: [www.huckslanding.com](http://www.huckslanding.com), [www.mcadamsgroup.com](http://www.mcadamsgroup.com), [www.unionfoods.com](http://www.unionfoods.com). CLIENTS: Toyota, Coca-Cola, Brinks, Lone Star, Jerry's Deli, Hyundai, Red Lobster, Mitsubishi, Starbucks.

**1990-1997: SENIOR AD, MCKIERNAN STUDIO.** PROJECTS: collateral, logos, catalogs, copywriting, ads, corp. ID, data sheets, exhibits, packaging, posters, POP and product design. Highlight: designed record-selling line of sports cards and packaging for Topps. CLIENTS: Pepsi, Disney, Time/Warner, Universal, Yamaha, Toyota, Roland, Epson, WellPoint, Hewitt.

**1977-1990: ART DIRECTOR, PACIFIC MUTUAL.** PROJECTS: annual reports, corporate ID, trade show displays, collateral, logo and publication design, trade and consumer ads. HIGHLIGHTS designed, art/photo directed and produced 6 annual reports; oversaw major corporate identity change, including logotype, stationery and graphic standards.

## STUFF I KNOW HOW TO DO

**DESIGN:** brochures, collateral, catalogs, ads, packaging, exhibit graphics, web interfaces. **ART DIRECTION,** including photo direction, comping, press checks, print buying, project management. **MARKETING:** product design, branding, naming, positioning, focus groups. **COPYWRITING:** headlines, ads, brochure copy (champion speller). **PRODUCTION:** concept through completion. **COMPUTER SKILLS:** a whiz at Quark, Illustrator, Photoshop (have full Mac studio). Also Flash, GoLive, Director, Fetch, GifBuilder, Dimensions, spreadsheets. **ACCOUNT MANAGEMENT:** client contact, budgeting, scheduling. **SUPERVISION** of junior staff and freelancers. **AUTHOR** of a book and articles on computer software. **RECIPIENT** of many design awards.

**EDUCATION:** BA, English/Creative Writing, CSULB, plus courses in Marketing, Computer Programming, and Art.

## HIRE ME

Work is normally billed on a per-project basis, based on the following rates: **ART DIRECTION/DESIGN:** \$65/hr, \$500/day

## REFERENCES

ANDREA HERBERT

MARKETING MANAGER, WESTEC INTERACTIVE

16842 VON KARMAN AVENUE, SUITE 150

IRVINE, CA 92606

949-797-4723

DIANE SAGEY

DIRECTOR OF MARKETING, VIEWSONIC

381 BREA CANYON ROAD

WALNUT, CA 91789-0708

909-869-7976

JAMES YOUNG

CREATIVE DIRECTOR

5701 PICKERING AVE.

WHITTIER, CA 90601

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LINDA BERRY

SALES REPRESENTATIVE

WESTAMERICA GRAPHICS

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